



Section 6: Recommendation & Implementation

An outcome of the planning process was a community based vision of a well designed, healthy and complete corridor that is pedestrian and bicycle oriented. To be successful, the vision should be implemented with upgrades to streetscapes, quality building architecture, strong transportation connections, and active civic partnerships. The implementation and recommendation portion of the plan is integrated into eleven important strategies. These strategies provide the guidance to accomplish the overall vision and are described in short, mid and long term timeframes.

As a result of the substantial public involvement process undertaken during the Johnson Ferry Urban Design Plan, staff discovered a genuine desire for businesses and residents to work with the County in moving the plan forward. During this process, it was evident that part of the problem for this corridor was the absence of an established entity coordinating improvement efforts among stakeholders. With that being said, commitment, collaboration, and communication are key elements to achieving this vision. Looking towards the future, business and property owners, residents, Cobb Department of Transportation, other County staff, and elected officials must work together towards the development of a healthy corridor, as they have during this planning process.

Short Term Implementation Strategy: Timeline 0-2 years

- **Strategy 1 -- Foster Community Partnerships:**
 - Establish a platform to encourage coordination between business and neighborhood homeowner associations. This can be used as a vehicle to leverage local organizations to help identify the most important needs and prioritize activities as it relates to corridor transformation. Such groups may include the East Cobb Civic Association, East Cobb Business Association, and the East Cobb Chapter of the Cobb Chamber of Commerce.
 - Hold a meeting with local area business leaders to discuss the potential of collaborating and implementing specific design sections of the plan.
- **Strategy 2 -- Develop Design Guidelines:**
 - In order to achieve the goals of this plan, staff will develop design standards as a companion document, which will set the framework for a phased alteration of the major thoroughfare in the study area.
- **Strategy 3 -- Design, implement and fund gateway markers:**
 - The purpose of the gateway markers is to highlight the entry into the corridor with defined landscaping and structures. The implementation of this project is imperative to distinguishing the area as a unique place that is inviting to the public and as a way to develop community pride. The organization which leads the beautification efforts can gain recognition by entering into the Keep Cobb Beautiful "Adopt-A-Gateway" program.
- **Strategy 4 -- Coordinate the implementation of landscape and lighting improvements:**
 - Significant work, prior to this plan went into identifying the location and type of future improvements needed within the study area. To see a more immediate change, landscaped medians and pedestrian lighting were two priorities. The importance of this strategy is for the various partners- local property owners, residents, businesses, Cobb Department of Transportation (CDOT) and staff to continue discussing how these priorities would be implemented.

Short Term Implementation Strategy: Timeline 0-2 years (Continued)

- A Pedestrian Lighting District as set forth in the County's Pedestrian Lighting Ordinance can be created through petition for this area through CDOT. This lighting district will provide a more immediate impact as oppose to waiting for the market to determine the momentum of said improvements. This will ensure long term care and maintenance of this civic infrastructure.
- A landscape median beautification project has been part of the discussions with several stakeholders including the public. It is evident that the community is ready to coordinate efforts with the County in achieving this goal. The desire is to develop a private-public funding partnership along with the collaboration of Keep Cobb Beautiful and CDOT to landscape the entire median throughout the corridor. This can be done in a manner to ensure safety for the traveling public, while emphasizing beautification along the corridor.
- **Strategy 5** -- Coordinate the work proposed for the Johnson Ferry Road Corridor with the County's Comprehensive Plan and Comprehensive Transportation Plan.
 - Incorporate the specific projects from this study into the County's 2030 Comprehensive Plan during the mandated 5-year update to the short term work program.
 - Incorporate the specific transportation projects into the County's Comprehensive Transportation Plan and Transportation Improvement Program.
- **Strategy 6** -- Investigate creation of CID:
 - Delivering essential improvements to the Johnson Ferry Corridor such as a complete street network (including vehicular access, sidewalks, bike access, landscaping, parking and transit service) presents a huge financial challenge for the county and existing businesses and property owners in today's economy. Historically, the typical funding method outside of public funding is for developers to pay the improvement cost associated with that development, which works for small improvements but not for major retrofits. In addition, due to the prolonged economic strain on public finance conditions, staff recommends the investigation of alternate funding mechanisms and as a precondition to the consideration of other funding sources. The County (or another appropriate entity) needs to discuss the possibilities with area businesses and property owners for example creation of a Community Improvement District (CID) if they desire to assist in making this community based vision a reality.
 - A CID is an effective tool for financing improvements that directly enhance property values by allowing property owners to determine how funds are spent in their area. It is also one of the most powerful public-private partnerships to plan and implement corridor improvements. CID funds can be used to leverage additional public and private funds. Conservatively, CID funds can be used to leverage such funds at a ratio of 4 to 1.
 - A CID is a geographically defined district in which commercial property owners vote to impose a self-tax. To enact a CID, a majority of affected property owners holding at least 75% of the assessed property value of the area must vote affirmatively. Funds are then collected by the taxing authority and given to a board of directors elected by the property owners. The participating property owners define the purpose of the CID and elect a board of directors to represent their interests. Source: Cumberland CID.

Mid Term Implementation Strategy: Timeline 2-5 years

- **Strategy 7 -- Establish a Design Overlay District:**
 - In order to secure the community's vision and proper implementation of future street design it is recommended that a Design Overlay District be established for this area. The public's high participation rate during each phase of the planning process over the past year proved a committed interest in seeing the evolution of their vision. The community voiced a strong and direct desire to consider the study area as an Overlay District in order to specifically preserve the set images and future streetscape design of the corridor.
- **Strategy 8 -- Investigate mechanisms for community based design review:**
 - In addition to considering the Johnson Ferry Road study area as a Design Overlay District, the community was very concerned about its future architectural and physical aesthetics. One recommendation aligning with this concern was to investigate the possibility of a Design Review Board whose primary purpose will be to oversee the implementation of the design related aspects of the design plan. Other mechanisms may include more community involvement in architectural approvals. County staff will need to investigate the full range of options available for community based design review to assist elected officials in making decisions concerning this matter.
- **Strategy 9 -- Conduct an Economic/Market Analysis:**
 - Conduct a market analysis regarding the potential for additional development along the corridor and to provide input and direction into the area's future land use plan.

Long Term Implementation Strategy: Timeline 5-10 years

- **Strategy 10 -- Design engineering for roadway retrofit:**
 - The designs in this plan are conceptual in nature. To assist in making the full transition from concept to reality, the highest priorities of roadway retrofit improvements includes determining funding and cost estimates for roadway & streetscape retrofit throughout the corridor.
- **Strategy 11 -- Investigate further NPS and Perimeter Center mobility options**
 - Mobility throughout the corridor was discussed at length during the planning process. Given the fact that the area's current uses include a wide array of retailers, medical offices, businesses, civic and recreational uses, a Trolley System was identified as a community preferred alternative to bus transit. This would enable users to conveniently access these areas and to connect to other major transit areas. One possible outcome of alternate mobility options is the reduction in need for parking. The key idea is to create a transportation "spine" throughout the study area.

Table 7: Implementation Strategy by Goals

Goals	Action	Timeframe	Responsible Entity
Land Use			
The Johnson Ferry Road Corridor area is a vibrant community with a distinct blend of uses which include a mix of retail, office, civic and recreational choices	Update Comprehensive Plan as follows (refer to Final Johnson Ferry Road Urban Design Plan- JFRUDP): <ul style="list-style-type: none"> Establish text within Comprehensive plan encouraging the vision's designated district areas including commercial/retail district, office/institutional district, mixed use district and residential/recreational district. Update the Short Term Work Program to incorporate the JFRUDP work program into the Comprehensive Plan. 	Short Term	Community Development, BOC
	Establish Design Overlay District (DOD): <ul style="list-style-type: none"> Establish design standards for DOD. Encourage small pocket parks and pervious outdoor gathering areas within the corridor. Encourage consolidation of small commercial parcels within the DOD. Encourage a range of parking options to reduce the quantity of impervious parking lots. 	Mid-Term	Community Development, BOC
	Investigate mechanisms for community based design review whose primary purpose will be to oversee the implementation of the design standards.	Mid-Term	Community Development, BOC
	Investigate opportunities for senior housing and facilities.	Mid-Term	Community Development
	Ensure the preservation of trees and other natural areas for commercial, retail, and office development and along residential areas of the corridor.	Ongoing	Community Development

Goals	Action	Timeframe	Responsible Entity
Transportation			
The Transportation network within Johnson Ferry Road area is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic	Landscape the medians along Johnson Ferry Road from the Roswell Road activity center south to the Chattahoochee River.	Short Term	Department of Transportation (DOT) Business Owners, Residents
	Design engineering for roadway retrofit including determining funding and cost estimates for roadway & streetscape retrofit throughout the corridor.	Long Term	DOT, Community Development
	Reevaluate transit routes and consider alternate transit services (Trolley Service) throughout the corridor and coordinate with the Cumberland CID and to Perimeter CID to enhance connectivity.	Long Term	Cobb County Transit, DOT
	Model existing road retrofit design to assist in understanding the vehicular access benefits of the proposed road design.	Mid – Term	DOT
	Participate in the Safe Routes to School (SRTS) program to improve safety and transportation operations.	Mid – Term	DOT
	Add sidewalk gap closures to sidewalk project list.	Short Term	DOT
	Improve existing sidewalk facilities where needed.	Mid-Term	DOT
	Require all site plans to show safe pedestrian access from public ROW to the front entrance of businesses.	Ongoing	DOT
	Investigate funding for multi-use trails along Johnson Ferry Road Study Area.	Ongoing	DOT
	Include proposed bike facilities into the prioritization Bicycle and Pedestrian Improvement Plan.	Short Term	DOT
	Continue to actively pursue funding and construction of already planned operational improvement projects within the Johnson Ferry Road Study Area per the Comprehensive Transportation Plan	Ongoing	DOT
	Investigate opportunities for Bike lanes throughout the study area and ensure bike lanes tie into future trail network and CNRA park access points as appropriate per Cobb County adopted Complete Streets policy.	Mid – Term	DOT, National Parks Service
	Incorporate all recommended transportation projects into the Comprehensive Transportation Plan and Transportation Improvement Program	Short Term	DOT

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Goals	Action	Timeframe	Responsible Entity
Economic Development			
Businesses within the Johnson Ferry Road area cultivate a balanced economy that capitalizes on the diverse population of the community	Conduct an economic/market analysis regarding the potential for additional development along the corridor and to provide input and direction into the area's future land use plan.	Mid-Term	Community Development, Economic Development
	Explore the creation of a Community Improvement District (CID) to assist with public-private funding partnership and development efforts within the Johnson Ferry Road study area	Short - Term	Economic Development, Community Development
	Encourage development within the corridor to create more of complete mix- use center at Lower Roswell Road intersection with Johnson Ferry Road.	Ongoing	Economic Development
	Support a strong business retention program	Ongoing	Economic Development
	Maintain a proactive approach to filling vacant office and retail space	Ongoing	Economic Development
	Ensure that the retrofit of Johnson Ferry Road from an Urban Arterial to a Boulevard is designed in a manner to minimize impacts on small businesses. In instances where a small business would be negatively impacted beyond the ability to be successful then alternatives should be considered to support the success of our existing businesses along the corridor.	Long-Term	DOT, Economic Development, Community Development

Goals	Action	Timeframe	Responsible Entity
Community Partnership			
Increase collaboration and mutual understanding between Corridor business owners, property owners, residents and County.	Establish a community based citizen oversight committee to provide a platform for community collaboration.	Short Term	Community Development, Business Associations
Community Appearance and Design			
The Johnson Ferry Road corridor is an engaged and attractive community with a sense of place	Establish Design Guidelines focusing on a streetscape plan complete with decorative lighting, signalization (vehicular/pedestrian/bike), planted medians, sidewalks and street furniture.	Short Term	Community Development, DOT
	Encourage partnership with community based organizations with grass roots to design, implement, and fund gateway markers to improve community appearance.	Short Term, Ongoing	Cobb County, Community Organizations, Residents
	Explore funding options and seek alternative approaches to accomplishing the placement of utilities underground	Long Term	BOC
	As part of design efforts, ensure nonconforming signs are in compliance with current regulations	Ongoing	Community Development, BOC
	Encourage the incorporation of public art along the corridor.	Ongoing	Community Development, BOC, Developers
	Seek developer commitments of quality architecture, landscape planting, lighting and signage during the development, rezoning, and special use permitting process.	Ongoing	Community Development, BOC

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Goals	Action	Timeframe	Responsible Entity
Community Appearance and Design (Continued)			
The Johnson Ferry Road corridor is an engaged and attractive community with a sense of place	Awarding residential and commercial community appearance awards to recognize outstanding improvements and developments.	Short Term	Community
	Create a Pedestrian Lighting District along Johnson Ferry Road north on Roswell Road to south at the Chattahoochee River.	Long-Term	DOT, Business Owners
	Develop an ordinance that will require public and private entities doing work in the public right-of-way to move cross-street utility wires to be removed and fed under the roadway.	Short Term	Community Development, DOT, BOC
	Pursue efforts to remove all overhead utilities and place underground in the public right-of-way as part of future dedicated initiatives or as part of future road construction, maintenance, or improvement projects.	Long-Term	DOT, BOC